CONSUMER TIME R- 219

FABRICS

NETWORK: NBC DATE: November 11, 1944

ORIGIN: WRC TIME: 12:15-12:30 PM- EWT

(Produced by the Office of Distribution of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than eleven years in the interest of consumers.)

--oOo--

1. SOUND: CASH REGISTER....MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER.

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME... by the War Food Administration.

Today, CONSUMER TIME is going to bring you the latest news on "Fabrics" and "Textiles". And here are Mrs. Freyman and Johnny to tell us all about it.

5. FREYMAN: Well...Johnny and I have been all over Washington, tracking down facts on fabrics to tell you about today. We've found out which textiles are going to be scarce. Some special, useful ways to take care of the clothes you have now...and we've also come upon some really amazing new kinds of textiles which may be on the market soon after the war.

6. JOHN: Now, first and probably most important right now...let's talk about cotton.

7. FREYMAN: Well, here it is. You'd better take good care of those work clothes and play clothes...because there's a real shortage of heavy cotton fabrics...and here's the reason.

8. JOHN: Most of the cotton looms in the country are working full speed, turning out cloth, tarpaulins, and other heavy cotton goods for the Army.

[illegible]

[illegible]

[illegible]

9. FREYMAN: The Army hadn't expected it was really going to need so many thousands of extra tents.

10. JOHN: Sure...first they thought that when they got into Europe, naturally the soldiers would move into the houses and shelters that were already there.

11. FREYMAN: But so many of these buildings are in ruins.

12. JOHN: And besides that...many buildings vacated by the enemy, turn out to be booby traps, so they're not exactly comfortable sleeping.

13. FREYMAN: Our soldiers will sleep in American tents, thank you. And that's where a vast amount of our cotton fabric is going.

14. JOHN: Another thing...in the South Pacific, tents just don't last very long. Heavy trains and boiling sun, mildew and mold...play havoc with even the toughest cloth.

15. FREYMAN: So we're sending vast amounts of tents and tarpaulins...as well as denim work clothes to the Pacific area.

16. JOHN: And I have patches in my work pants.

17. FREYMAN: It's good for you. Later in the program, we're going to tell a little something about "shreds and patches".

18. JOHN: But now...what about our next fabric...rayon...Mrs. Freyman?

19. FREYMAN: Well, rayon fabric is filling in where cotton fabric is scarce. I understand that some of the best rayon is being used in essential truck and auto tires.

20. JOHN: And what did the man say about rayon stockings?

21. FREYMAN: Plenty of them, of course. But the really extra good ones...the sheer ones, will be hard to find, as usual, because for one thing the Army needs the best rayon.

22. JOHN: And now...do we dare talk about...well...Nylon stockings, Mrs. Freyman?

23. FREYMAN: We can talk about them all we want, Johnny...but that's as near as we'll come to them for a long, long time.

24. JOHN: That fellow we talked to was pretty discouraging at that..."Just forget about Nylons", said he.

25. FREYMAN: And that means until well after the war in the Pacific is over, too. We asked about silk stockings, but that's one of those things nobody seems to know about. If we do get them, it'll be a very long time after the war.

26. JOHN: Now, there seems to be plenty of woolen fabric...although there's no prospect of an immediate increase in supply of men's suits.

27. FREYMAN: Yes, but the man we talked to about that...said that brand new, different styles in men's suits were coming out in the spring.

28. JOHN: Well, that's the story on what fabrics are available now...

29. FREYMAN: Now...about this shortage of heavy cotton fabrics...that's really serious...and you may as well be on guard now. Be sure to take good care of cottons...and of all the clothes you have.

30. JOHN: Are we going to show a few glaring examples of how not to take care of your clothes, Mrs. Freyman?

31. FREYMAN: Oh, there are many such examples, Johnny. I think we should examine a few more of the more dangerous specimens...under the microscope...shall we say? Now for instance...take this gremlin-type character.

32. JOHN: Looks like a "Junk-it...North Americanus!"

33. FREYMAN: Right, Johnny. Not a common species, but quite dangerous.

34. JOHN: This one is a male...a good-time Charlie with a roll of bills. A killer-diller with the ladies...very lazy type...(FADE)... sleeps all day.

35. SOUND: CUCKOO CLOCK, TWICE.

36. MAN: (YAWN) Oh-hummm. My good heavens, two o'clock. I'm late for lunch.

37. JAMES: (BUTLER TONE) Was that you ringing, sir?

38. MAN: Did you hear that ringing, too, James? (YAWN) Well...I'll get dressed now. (BRISK) My morning coat, James.

39. JAMES: Coming right up, sir.

40. MAN: My bath, James.

41. JAMES: Running right in, sir.

42. MAN: My shorts, James.

43. JAMES: Oh, I regret to say, sir...

44. MAN: Yes? Good heavens, man, what is it?

45. JAMES: Well you've got this one pair, sir.

46. MAN: One pair. That's all I'll need at a time, James. But...where are the others...I have dozens, James, dozens.

47. JAMES: They, I regret, sir, are in the laundry.

48. MAN: The laundry. How many times have I told you not to bother to send things to the laundry? It takes days to get them back... so...

49. JAMES: But, sir!

50. MAN: After I've worn them, throw them away, of course. Junk them. Buy new ones, toss the others out...we...(FADING)...can't be bothered, etc.

PAUSE:

51. FREYMAN: Believe it or not...this type of Junk-it, though rare, is not extinct by any means, in the North American Continent.

52. JOHN: The Junk-its are being hunted down, though...the folks who "wear it right side out one day"..."inside out the second day"...and "throw it out the third day."

53. FREYMAN: Apalling, Johnny. Particularly since we've been asked to hold on to every wearable piece of clothing we have. Cotton goods, especially.

54. JOHN: And now for specimen number two...the Grabber-Upperus, female of the species.

55. FREYMAN: Beware of the Grabber-Upperus. She lurks in shadow corners of department stores, hides behind counters, and under drinking fountains. Her quick little eyes don't miss a thing...and she's ready to dart out the minute a pile of goods is put on the counter.

56. FREYMAN: But she wouldn't be so dangerous...if she took what she needed and no more.

57. JOHN: But oh no...she grabs everything in sight and then some...(FADING)

58. SOUND: (CROWD NOISE)

59. MRS. G-U: I'll take that and that...and this and that...and charge it, please.

60. WOMAN: Wait, you. I had my hands on those coveralls.

61. MRS. G-U: That's all right, I can jerk harder than you. (GRUNT AS SHE PULLS ...JERK)

62. WOMAN: Hey, that's a size 38 and you were looking for forty-two's.

63. MRS. G-U: I'll stretch it. I'll take this too, and that...just charge it.

64. WOMAN: Hey, wait a minute. You've got two of a kind there. Give me those slacks.

65. MRS. G-U: Let go...I got here before you. There may be a shortage, and believe me I'm going to have my share.

PAUSE:

66. JOHN: The same old story, of course. Buying what you don't need. That's bad.

67. FREYMAN: In general, people don't seem to be doing that so much any more. But beware the Grabber-Upperus. She still exists, you know.

68. JOHN: And most of all...don't be one.

69. FREYMAN: Then there are many other trouble-making pests, which probably could be trained and domesticated, but are still pestiferous in many communities. Take the Sheeter-Ripper.

70. JOHN: Wow! That's a bad one. She's the one who doesn't mend a sheet when it's torn. You know what she does?

[illegible]

[illegible]

[illegible]

71. FREYMAN: She tears up the sheets and uses it for...for dust cloths.

72. JOHN:* Oh no...not that!

73. FREYMAN: And you know it's so easy...all she'd have to do is sew it up on the reverse side...there's a sheet like new.

74. JOHN: A very dangerous specimen, the Sheeter-Ripper.

75. FREYMAN: Oh there are flocks of those little beasties. Take the "Scorching Ironicus."

76. JOHN: What does that one do?

77. FREYMAN: Well, this "Scorching Ironicus" is female, mostly found in the big cities on the East and West Coast of North America.

78. JOHN: In crowded cities...why is that?

79. FREYMAN: They're generally in a big hurry to catch buses and streetcars and subways to get to work on time. They rush, rush, rush constantly, so you can't exactly blame them, I guess.

80. JOHN: What does this type do?

81. FREYMAN: Well, when they iron their clothes...they simply get the iron too hot. Hence the scientific name Scorching Ironicus. They can iron raster with a very hot iron, but oh dear, how it ruins fabrics...especially rayon.

82. JOHN: Is that so?

83. FREYMAN: (SADLY) Yes, many a valuable rayon blouse, and many a rayon slip has been ruined by this species. Then what happens? These Ironicuses have to rush downtown and buy more slips and blouses... and that means less for everybody.

84. JOHN: How sad for everybody.

85. FREYMAN: Just in case there are any Scorching Ironicuses listening in to CONSUMER TIME today...I'd like to say that if you insist on getting the iron too hot on most things, at least go easy on acetate rayon.

86. JOHN: How do they know what is acetate rayon?

[illegible] ...ing up the shoulder pad worn in [illegible] case clothing.

[illegible] ...k no...not that!

[illegible] ...ed you know life is so cheap, will [illegible] ...ne [illegible] ...ll [illegible] the [illegible] ...ence [illegible] ...ment [illegible] ...

[illegible]: ...very dangerous people in the [illegible] ...

[illegible]: ...h there are [illegible] ...ng to life [illegible] ...ing "Democratic Revolution."

[illegible]: ...hat does that mean?

[illegible]: ...ell, with "Democratic Revolution" [illegible] ...mply found in the big cities on the East and West [illegible] ...n of North America.

[illegible]: ...h [illegible] ...ing [illegible] "[illegible]"

[illegible]: ...ing's [illegible] ...ing to [illegible] ...ness and [illegible] and [illegible] ...ge to get so [illegible] ...ing [illegible] ...ch [illegible] ...ly, [illegible] ...ly [illegible] ...

[illegible]: ...n't does [illegible] ...

[illegible]: ...ell, [illegible] ...ly [illegible] ...

[illegible]: ...ing [illegible] ...

[illegible]: ...t [illegible]

[illegible]: [illegible]. [illegible] ...ing [illegible] ...ing [illegible] ...

[illegible]: [illegible] ...

[illegible]: [illegible] ...

[illegible]: [illegible] ...

87. FREYMAN: Well, if they take a little piece of it, clip an inside seam where it doesn't show, and touch a tiny drop of fingernail polish remover to the fabric...it's acetate rayon if the remover makes a little hole. So then you know you have to use an iron wich is only warm. With a hot iron...you could iron a hole right through this rayon...you know.

88. JOHN: Is there much of this...acetate rayon about, Mrs. Freyman?

89. FREYMAN: Yes, now most rayon is acetate, because other kinds are used in war materials.

90. JOHN: Well...now, are there any other kinds of fabric pests, Mrs. Freyman?

91. FREYMAN: Oh, dozens! The Wringer-Outa", and the Wild Wringer-Outa". The first one tightly wrings out her delicate fabrics after they're washed...and theysoon go to pieces. The second one, "Wild Wringer-Outa", is savage...she wrings out her rayon things hard as she can ...then spreads them to dry on the hot radiator.

92. JOHN: Then very shortly, I suppose, she has to go out and buy new things.

93. FREYMAN: Sure she does. She may not find as good quality...and it's a cinch she's making it hard on everybody in general, by getting things she really wouldn't have needed.

94. JOHN: Then you were talking about the American Bleach'ems.

95. FREYMAN: Also a female specimen, very common. Uses strong bleaches on white goods to make them whiter. Beware the Bleach'em. She ruins much more than her share of fabrics and materials.

96. JOHN: There are good ways to bleach things, though, aren't there?

97. FREYMAN: Among the safest bleaches are sodium perborate and hydrogen peroxide, if you follow me.

98. JOHN: I'm tagging right along.

99. FREYMAN: But you have to use them right, of course...and on the right materials.

[illegible]

100. JOHN: Well we have quite an exhibit of strange specimens here, Mrs. Freyman...the Grabber-Upperus...she buys things she doesn't need.

101. FREYMAN: The Sheeter-Ripper, who doesn't mend her sheets, but tears them up to use for rags.

102. JOHN: The Junk-it, who throws things away instead of sending them to the laundry.

103. FREYMAN: The Scorching Ironicus...who gets her iron scorching hot.

104. JOHN: And the Wringer-Outas.

105. FREYMAN: We could go on and on...but I think our listeners get the general idea.

106. JOHN: The general idea being...to take good care of all your clothes... your linens...curtains..everything fabric in your home.

107. FREYMAN: And particularly your work clothes. Heavy denim slacks...children's play clothes...coveralls...patch and sew and wash them carefully. Treat your work clothes like your best evening gown.

108. JOHN: And now how about "making little ones out of big ones", Mrs. Freyman?

109. FREYMAN: Oh yes! That's important. Making clothes for the kiddies out of your old coat or suit.

110. JOHN: Or making a tailored suit for yourself...out of your husband's... ahem...outgrown tuxedo.

111. FREYMAN: It's a good way to make use of good material...and it's thrifty too. We have a handy booklet called "Make-overs from Coats and Suits", which is full of directions and pictures and patterns. It's yours free if you write to CONSUMER TIME so listen at the end of the program for more details.

112. JOHN: And now, Mrs. Freyman...we've given a report from Washington on the present situation in fabrics and materials. And we've told a little about taking care of your clothes. Now we promised something else.

113. FREYMAN: Yes...we promised to tell you about some of the wonderful new fabrics we'll be having after the war.

114. JOHN: Well, first place...a lot of amazing new textiles and textile processes have been developed for Army uses. First...

115. MAN: (TIMESTYLE) Sunbak...a two-faced wool and rayon fabric, with the lining built into the material.

116. WOMAN: Post-war uses of this lightweight self-lined fabric: sportswear, bathrobes, bed jackets, and as a warmer, lighter lining for overcoats.

117. JOHN: Another wartime development in fabrics...destined for civilian use after the war.

118. MAN: Cushion-sole socks...socks with soles stiched like a Turkish Towel. Army Air Forces may use this type of pile fabric in coat linings rather than sheepskin.

119. WOMAN: Post-war uses of pile fabrics: in golf and tennis socks, for a comfortable, healthful cushion.

120. JOHN: And another new fabric development.

121. MAN: Balloon cloth...developed by the Army for blimps, used for life rafts, tents, sleeping bags.

122. WOMAN: Post-war use of this fine balloon cloth: women's dresses, umbrellas, handbags.

123. JOHN: Then, there are fireproof finishes, mildew proof and water repellent finishes for fabrics.

124. FREYMAN: This means for instance...that we may soon have waterproof tablecloths that won't stain.

125. JOHN: Other new chemical developments...may mean we will have cotton that resist wrinkles, and sweaters and woolen socks and blankets which won't shrink.

126. FREYMAN: Yes...there are some strange, new, and wonderful developments... in fabrics. We were talking about tablecloths that are stain-proof. Did you hear the one about the sparkling tablecloth?

127. JOHN: What's that, Mrs. Freyman.

128. FREYMAN: Well, scientists have made fibers out of aluminum. A single pound of aluminum alloy...makes a fiber six miles long.

129. JOHN: And the tablecloth?

130. FREYMAN: Well, it's possible that we might have table-linen woven from aluminum fiber, which would sparkle as beautifully as the crystal and silver set upon it.

131. JOHN: Well, that's as good as...fiberglas. The fabric made from glass fibers. After the war, they'll be making table linens out of that...maybe even men's neckties.

132. FREYMAN: Well, if we're going into a discussion of what strange things are being made into cloth...I might add that fabrics made from soybeans milk and tree bark... are pretty astounding.

133. JOHN: To say nothing of cloth made from petroleum and salt...and even peanuts.

134. FREYMAN: What does peanut cloth look like, Johnny?

135. JOHN: Well...it looks like a good Scotch woolen fabric.

135A. FREYMAN: And this material developed from petroleum and salt?

136. JOHN: Oh, it'll be good for handbags, tennis racquet strings, seat covers etc. after the war. Very tough, strong material.

137. FREYMAN: Well, the tendency in new materials seems to be...lighter weights ...stronger, warmer, longer-lasting.

138. JOHN: Which is all for the good.

139. FREYMAN: Now this is great news for the future...but meantime...remember what we said.

140. JOHN: Treat the clothes you have with loving care...mend them and patch them.

141. FREYMAN: Particularly your heavy denims...your work and play clothes.

142. JOHN: And one other thing, Mrs. Freyman?

143. FREYMAN: Oh, yes...making over old suits and coats...into clothes for the children...or even new style outfits for yourself.

144. JOHN: And in that regard...send for our booklet called "Make-Overs from Coats and Suits."

145. FREYMAN: Tell about it Holly.

146. WRIGHT: The booklet entitled "Make-overs from Coats and Suits", published by the United States Department of Agriculture...is packed full of directions, pictures, and patterns...on how to make over your own clothes. How to make a stylish man-tailored outfit for yourself...out of your husband's suit. This booklet is yours free. Simply write to CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address, and the name of the station to which you are listening. Remember...it's thrifty to make-over your old garments...and it's wise to take good care of the clothes you now have. Send for the free booklet entitled "Make-overs from Coats and Suits", Write to CONSUMER TIME, Washington 25, D. C.

147. JOHN: Thanks, Holly...and now Mrs. Freyman...what's in store for us next week on CONSUMER TIME?

148. FREYMAN: Well, Johnny...next week we're going to hear the story of how food is transported in this country. We're going to see how railroad "icing stations" work...and we're going to tell about cold storage warehouses. In fact we're going to trace the whole dramatic story ...of how food gets from farms all over the country...right to your table.

149. JOHN: Friends, be sure to be with us next week for another edition of...

150. SOUND: CASH REGISTER

151. ANNCR: CONSUMER TIME!

152. SOUND: CASH REGISTER

153. JOHN: How your money buys a living in wartime!

154. SOUND: CASH REGISTER...CLOSE DRAWER.

155. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.